



Plan Amendment 2017-CW-6CP

Non-Office Building Repurposing

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Agenda

- Board authorization
- Research of retail trends
- Retail repurposing examples
- Discussion, questions, and direction

Introduction and Objective

Board of Supervisors directive (December 5, 2017):

“Evaluate repurposing of vacant structures in addition to office buildings”.

Repurposing: Conversion to alternative use not originally envisioned for structure

Concern is that rapid changes in retail markets may require additional Plan flexibility to avoid vacancy issue.

Scope of Analysis

- Study focused on existing non-office commercial buildings (countywide)
 - Traditional customer-oriented retail uses
 - Other commercial uses:
 - Gas Stations, Auto Service
 - Daycare Centers
 - Restaurants and Fast-Food
 - Low-Rise Banks
- Excludes industrial, public and institutional properties.



E Lee Ave., Richmond Highway

National / Regional Retail Trends

“Experiential” / Entertainment Uses



Source: www.lsretail.com

Subdivision of Larger Retail Space



Source: www.ncarchitects.com



Credit: Kofi Boone

“Creative” Uses (makers, entrepreneurs)



Source: www.nova-labs.org

Downsizing or “No Inventory” Store

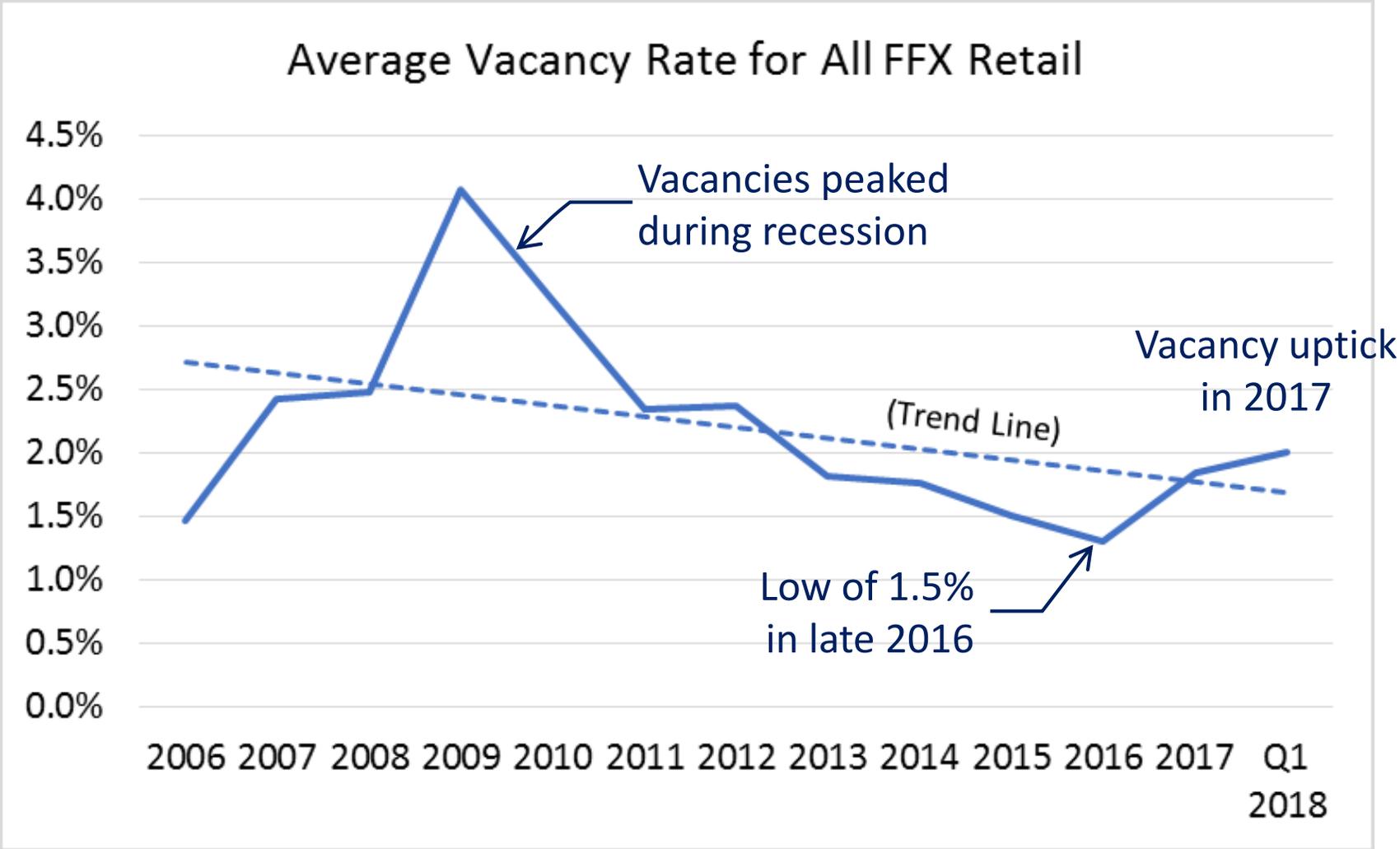


Source: www.cnn.com

National / Regional Retail Trends

- Regional Resources – Adjacent Jurisdictions
 - 2017 Montgomery County “Retail Market Strategy Study”
 - 2016 Loudoun Co. “Retail, Entertainment and Culture Cluster Study”
 - 2015 Arlington County revision to earlier “Retail Action Plan”
- Findings:
 - Loudoun and Arlington counties both identified retail oversupply issues – which dilute health of overall retail markets, while Montgomery County has relatively healthy retail market, due to restrictive policies on retail in the past resulting in no oversupply.

Fairfax County Historical Vacancy Rates



Data source: CoStar.



CoStar Retail Structure Types

Property Types:

- General Retail
- Shopping Centers:
 - Strip
 - Neighborhood
 - Community
 - Lifestyle Center
 - Power Center
 - Regional Mall



General Retail

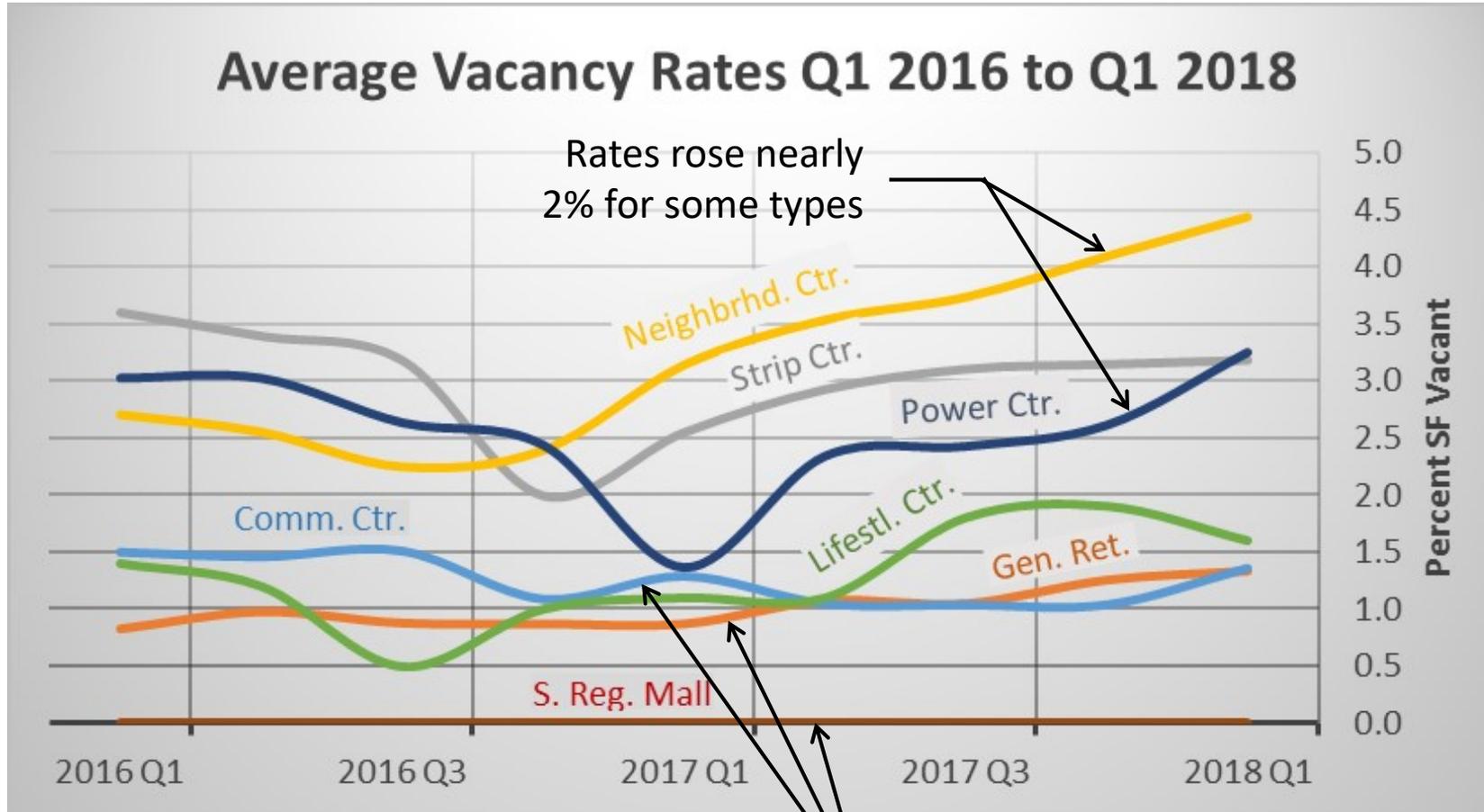


Strip Center



Lifestyle Center

Fairfax Vacancy Analysis – Recent Data



Data source: CoStar.

Other types remained more consistent

Repurposing Examples (Local)

Subdivision of Larger Retail Space



Source: <http://skycity2.blogspot.com>

Sears Department Store, Fair Oaks Mall

“Experiential”/Entertainment Use



Source: <http://launchherndon.com>

Launch Trampoline Park, Herndon, VA

Repurposing Examples (Regional)

Department Store Conversion to Mixed-Use

- Sears Conversion, Hagerstown, MD



Source: www.onyxcreative.com

Repurposing Examples

Arcade Providence “micro-units”, Providence, RI

- Subdivided former mall into “micro-units”
 - 1st floor retail (Avg. 400 sf)
 - 2nd floor residential (225 sf – 275 sf)



Source: www.ncarchitects.com

Repurposing Examples (National)

Repurposing for Public Use

- Former Walmart, McAllen Public Library, McAllen, TX

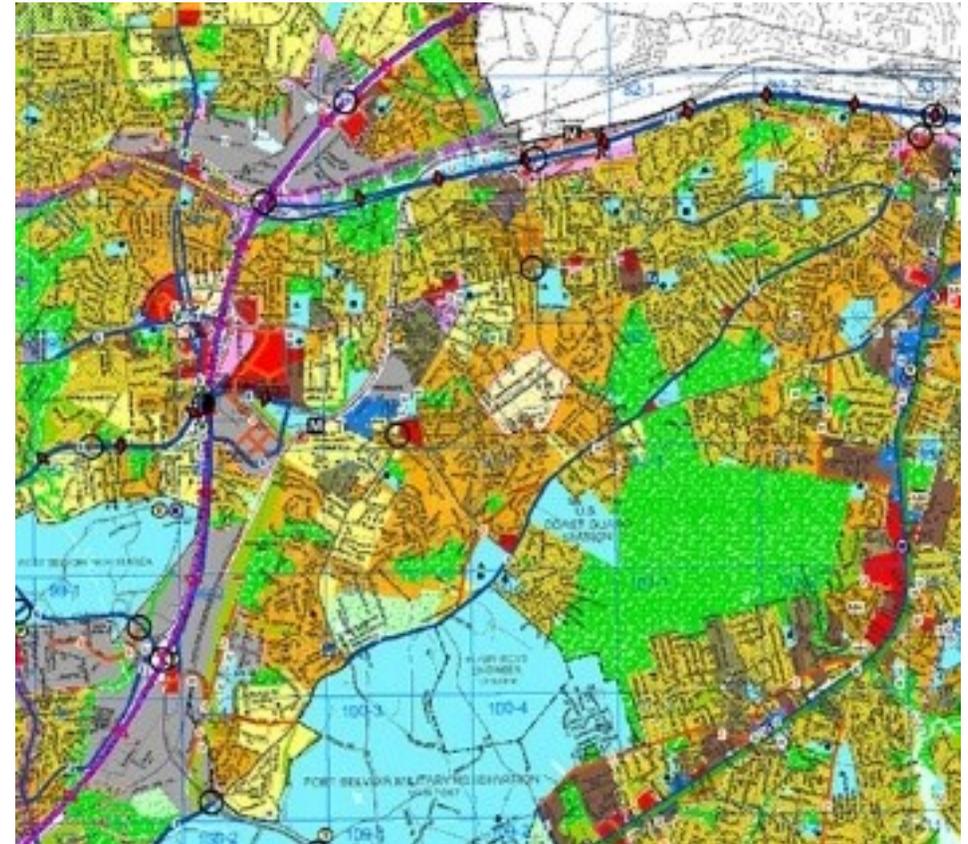


Source: Lara Swimmer, www.archdaily.com

Comprehensive Plan Aspects of Retail Repurposing

Existing guidance:

- Area Plans and Plan Map:
 - Retail or Other Commercial Uses
 - Mixed-Use and Alternative areas
- Policy Plan:
 - Guidelines for Interim Improvement of Commercial Structures



Comprehensive Plan Map

Conclusions

Consider including in Comprehensive Plan:

- County retail repurposing goals and objectives.
- A broad definition of “Retail and Other Commercial Uses” to increase Plan land use flexibility.



Town Center, Sterling, VA

Next Steps

- Move forward with developing proposed Plan guidance
- Gather stakeholder feedback
- Present proposed Plan amendment back to DPC
- Hold Public Hearings



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Questions or Comments?